



CALIFORNIA DEPARTMENT OF
FOOD & AGRICULTURE

Karen Ross, Secretary

April 17, 2014

**2014 NOTICE OF ASSESSMENT FOR THE
CALIFORNIA FRESH CARROT RESEARCH AND PROMOTION PROGRAM**

TO THE FRESH CARROT HANDLER ADDRESSED:

Based on the recommendation of the California Fresh Carrot Advisory Board at its February 20, 2014 meeting, the California Department of Food and Agriculture has established a rate of assessment for the Fresh Carrot Research and Promotion Program of one and three-tenths cents (\$0.013) per 50 pounds of fresh carrots. This is the same as the rate that was charged last year. The Board has adequate reserves, and needs no change in rate to maintain its programs and reserve. The rate is applicable per 50 pounds of fresh carrots prepared for market and marketed during the period beginning April 1, 2014, and continuing through March 31, 2015. As in the past, the assessment continues to apply to all fresh carrots, including Cello-pack, Bunch, and Baby Cut.

Assessments are due monthly and are payable within 30 days of the close of the previous month. Assessments should be remitted directly to the California Fresh Carrot Advisory Board. The Board will provide the forms necessary for the remittance of assessments.

If you have any questions regarding the assessment rate, please contact Nathan Sano, Manager, California Fresh Carrot Advisory Board, 531-D North Alta Ave., Dinuba, California 93618, telephone (559) 591-5675, or Amy Uber with the Marketing Branch at (916) 900-5176.

Sincerely,

Robert Maxie, Chief
Marketing Branch

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